

United States Home Improvement Market, By Product (Building and Remodeling, Home Decor, Outdoor Living, and Tools and Hardware), By Project (DIFM and DIY), By Sourcing (Homeware Stores, Franchised Stores, Specialty Stores, Online Sales Channel, and Others (Direct Sellers, General Merchandized Retailers, etc.)), By Region, By Top 10 Leading States, Competition Forecast & Opportunities, 2026

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Abstracts

United States home improvement market valued at USD419.80 billion in 2020 and is anticipated to grow with a CAGR of 4.47% in the forecast period, 2022-2026 to achieve market value of USD537.47 billion by 2026. The United States home improvement market's growth can be attributed to rapidly increasing disposable income among the population and growing trend of renovations and decoration of interiors and exteriors of homes. Recent shift in the preference of the consumers toward energy-efficient and luxurious homes is expected to further drive the growth of the United States home improvement market in the upcoming five years. Advancing construction industry working towards rehabilitation and renovation of old homes to modernize and increasing investments in the sector are also supporting the growth of the market. There has been a rise in the homeowner equity, which has doubled in the past five years, and with it the investment towards improving one's home has also increased, which is also substantiating the growth of the market. Rapid urbanization, government initiatives to provide tax credits on green buildings, and growing awareness about green buildings and residential accommodations are further aiding the growth of the United States home improvement market in the forecast years, until 2026.

The United States home improvement market is segmented by product, project, sourcing, regional distribution, top 10 leading states, and competition landscape. Based on project, the market is further bifurcated into DIFM and DIY. DIFM segment is anticipated to hold the largest revenue shares of the market and dominate the market segment in the upcoming five years on account of added labor cost, professional expertise. DIY projects are also expected to register fastest growth in the next five years due to rapidly growing e-commerce sales channels. Moreover, DIY is gaining preference among the population due to its advantages like cost-efficiency, customer satisfaction, and personalized projects.

The Home Depot U.S.A., Inc., Lowe's Companies, Inc., Menard, Inc., ACE Hardware Corporation, True Value Company, 84 Lumber, Floor & Decor Holdings, Inc., 3M Company, Kohler Company, and ABC Supply Co., Inc. are some of the prominent market players in this sector. Because there are so many local and international suppliers, the home improvement market is highly competitive.

Years considered for this report:

Historical Years: 2016-2019

Base Year: 2020

Estimated Year: 2021

Forecast Period: 2022-2026

Objective of the Study:

To analyze the historical growth in the market size of the United States home improvement market from 2016 to 2020.

To estimate and forecast the market size of the United States home improvement market from 2021 to 2026 and growth rate until 2026.

To define, classify and forecast the United States home improvement market on the basis of product, project, sourcing, region, top 10 leading states and company.

To scrutinize the detailed market segmentation and forecast the market size on the basis of four regions, namely – South, West, Midwest and Northeast.

To examine competitive developments such as expansions, innovative product launches, government policy and investments and new entrants in the United States home improvement market.

To strategically profile leading players operating in the United States home improvement market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers within the country. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the manufacturers, sourcing, and presence of all major players across the United States.

TechSci Research calculated the market size of the United States home improvement market using a bottom-up approach, wherein data for various segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated them through analyzing historical data of these product types and sourcing for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations, and financial reports were also studied by TechSci Research.

Key Target Audience:

Home improvement product manufacturers, suppliers, distributors, and other stakeholders.

Market research and consulting firms

Government bodies such as regulating authorities and policymakers

Trade Associations, organizations, forums, and alliances related to home

improvement product manufacturing.

The study is useful in providing answers to several critical questions that are important for industry stakeholders, such as home improvement product manufacturers, dealers and policy makers. The study would also help them in deciding which market segments should be targeted over the coming years in order to strategize investments and capitalize on growth of the market.

Report Scope:

In this report, the United States home improvement market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

United States Home Improvement Market, By Product:

Building and Remodeling (Building Supplies, Electricals, Heating and Cooling, Plumbing)

Home Decor (Decor, Flooring, Kitchen and Bath, Lighting and Fans, Paints, etc.)

Outdoor Living (Books, Cleaning and Janitor, Garden Center, Outdoor Power Equipment)

Tools and Hardware (Hand Tools, Hardware, Power Tools, Safety and Security)

United States Home Improvement Market, By Project:

DIFM

DIY

United States Home Improvement Market, By Sourcing:

Homeware Stores

Franchised Stores

Specialty Stores

Online Sales Channel

Others

United States Home Improvement Market, By Region:

South

West

Mid-West

North-East

United States Home Improvement Market, By Top 10 Leading States:

Oklahoma

Louisiana

Georgia

Hawaii

North Carolina

Nevada

Tennessee

Texas

Washington

Illinois

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Home improvement market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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